

ABSTRACT OF THE DISCLOSURE

An ink jet ink composition comprising (a) an aqueous carrier medium, (b) a colorant, (c) a UV curable resin dilutable in the aqueous carrier medium, and (d) a photoinitiator, a method for forming a waterfast image on an image receiving substrate comprising applying in imagewise fashion to the image receiving substrate by ink jetting an ink jet ink of the invention, and thereafter exposing the image receiving substrate to a UV source, and articles produced therefrom.